

OUTDOOR LIFE



BOWHUNTING BONUS | 2010

BOWHUNTING BONUS - ARCHERY LICENSE AND EQUIPMENT PURCHASERS

Circulation: 200,000

Outdoor Life's Bowhunter's Bonus is a special editorial section bound into the regular edition of *Outdoor Life* and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Because our readers are gear-savvy sportsmen hungry for hot, new gadgets and cutting-edge advice, the June/July Bowhunter's Bonus will feature a comprehensive selection of gear for today's bowhunters. August and September Bonus will feature an array of topics, ranging from technical shooting instruction from the pros to the latest insight on hunting strategies and new gear. This section is jam-packed with information.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$17,900	\$14,900	\$11,300	\$8,400
2/Color	\$15,500	\$13,100	\$9,900	\$7,300
B/W	\$14,300	\$12,000	\$9,100	\$6,800

CLOSING DATES

Issue	Ad Close	On Sale
August	5/25/10	7/20/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.